

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 591 Issue 2



nbc4.com

NBC 4 / WCMH
3165 Orientangy River Road
Columbus, OH 43202
PHONE (614) 263-4444 FAX (614) 447-9107

Client: Barack Obama/ D/ President	Submission Cost: 28495	Campaign Ref: E:120831018
Buyer: ..	Client/Product/Estimate: 95 /101 /1687	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/23/12	Weeks: 3	Order Ref: 06300831
Est./PO Number: 06300831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WCMH	Key Market: Columbus, OH
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
1	M-F 10a Today Show III .TWTF..	09	65	30 Comme	Nbr of Spots	3		3	195
2	M-F 1130a Extra .TWTF..	09	50	30 Comme	Nbr of Spots	2		2	100
3	M-F 12p News .TWTF..	09	65	30 Comme	Nbr of Spots	3		3	195
4	M-F 2p Anderson TWTF.. Isolations: W/C 09/03 MTWTFSS	09	50	30 Comme	Nbr of Spots	3		3	150
5	M-Th, Su 430a News .TWTF...	09	10	30 Comme	Nbr of Spots	2		2	20
6	M-F 5a News .TWTF..	09	70	30 Comme	Nbr of Spots	2		2	140
7	M-F 5p News .TWTF..	09	175	30 Comme	Nbr of Spots	1		1	175
8	M-F 6a News .TWTF..	09	150	30 Comme	Nbr of Spots	2		2	300
9	M-F 7p Extra .TWTF..	09	275	30 Comme	Nbr of Spots	4		4	1100
Weekly Totals: Total Spots(Ord Spots)					49	70	12	131	
Closed PR					1	1		2	

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10	M-F 7a Today Show .TWTF..	09	200	30 Comme	Nbr of Spots 6			6	1200
11	M-F 730p Inside Edition .TWTF..	09	250	30 Comme	Nbr of Spots 3			3	750
					Closed PR	1		1	250
12	Mon 8-10p ET / 7-9p CT Voice M.....	09	1000	30 Comme	Nbr of Spots	1	1	2	2000
13	Sat 6a NewsS.	09	150	30 Comme	Nbr of Spots 1			1	150
14	Sat 730p NBC Primetime Preview MTWTFSS Isolations: W/C 09/03S.	09	175	30 Comme	Nbr of Spots 1			1	175
15	Sat 8a NewsS.	09	225	30 Comme	Nbr of Spots 1			1	225
16	Sun 630a NewsS 06:30:00-08:00:00	09	175	30 Comme	Nbr of Spots 1			1	175
17	M-Su 6p News .TWTFSS	09	375	30 Comme	Nbr of Spots 1			1	375
16	M-Su 630p NBC Nightly News .TWTFSS	09	700	30 Comme	Nbr of Spots 1			1	1400
19	Tue 8-9p .T.....	09	1000	30 Comme	Nbr of Spots 1			1	2000
20	Wed NBC Sunday Night Football .W.... 22:00:00-23:00:00	09	900	30 Comme	Nbr of Spots 1			1	900
21	Wed 9-10p	09		30	Nbr of Spots				

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	Closed PR	1	1		2

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22	M-F 10a Today Show III M.....	09	65	30 Comme	Closed PR Nbr of Spots	1 1	1 1	2	130
23	M-F 11a Anderson M.....	09	50	30 Comme	Nbr of Spots	1 1	1 1	2	100
24	M-F 11a Anderson M.....	09	50	30 Comme	Nbr of Spots	1 1	1 1	2	100
25	M-F 1230p Daytime Columbus M.....	09	40	30 Comme	Nbr of Spots	1 1	1 1	2	80
26	M-F 12p News M.....	09	65	30 Comme	Nbr of Spots	1 1	1 1	2	130
27	M-F 2p Doctors M.....	09	50	30 Comme	Nbr of Spots	1 1	1 1	2	100
28	M-F 3p Katie M.....	09	75	30 Comme	Nbr of Spots	1 1	1 1	2	150
29	M-F 4p Ellen M.....	09	150	30 Comme	Nbr of Spots	1 1	1 1	2	300
30	M-F 7a Today Show M.....	09	200	30 Comme	Nbr of Spots	2 2		2	400
31	M-F 730p Inside Edition M.....	09	250	30 Comme	Nbr of Spots	1 1	1 1	2	500
32	M-F 10a Today Show III ..WTF..	09	65	30 Comme	Nbr of Spots	3 3		3	195
33	M-F 11a Anderson M.....	09	50	30 Comme	Nbr of Spots	2 2		2	100
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Closed PR					1	1		2	

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Client: Barack Obama/ D/ President	Submission Cost: 28,495	Campaign Ref: E:120831018
Buyer:	Client/Product/Estimate: 95 /101 /1687	Sales Rep: HRP Washington, DC
Schedule Dates: 09/03/12 to 09/23/12	Weeks: 3	Order Ref: 06300831
Est/PO Number: 06300831	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
34	M-F 11a Anderson ..WTF..	09	50	30 Comme	Nbr of Spots	4		4	200
35	M-F 1230p Daytime Columbus ..WTF..	09	40	30 Comme	Nbr of Spots	3		3	120
36	M-F 12p News ..WTF..	09	65	30 Comme	Nbr of Spots	3		3	195
37	M-F 2p Doctors ..WTF..	09	50	30 Comme	Nbr of Spots	3		3	150
38	M-F 3p Katie ..WTF..	09	75	30 Comme	Nbr of Spots	4		4	300
39	M-F 4p Ellen ..WTF..	09	150	30 Comme	Nbr of Spots	4		4	600
40	M-Th, Su 430a News ..WTF..	09	10	30 Comme	Nbr of Spots	2		2	20
41	M-F 5a News ..WTF..	09	70	30 Comme	Nbr of Spots	2		2	140
42	M-F 6a News ..WTF..	09	150	30 Comme	Nbr of Spots	2		2	300
43	M-F 7a Today Show ..WTF..	09	200	30 Comme	Nbr of Spots	6		6	1200
44	M-F 730p Inside Edition ..WTF..	09	250	30 Comme	Nbr of Spots	4		4	1000
45	Sun 9a News	09	200	30	Nbr of Spots	1		1	200
Weekly Totals: Total Spots(Ord Spots)					49	70	12	131	
Closed PR					1	1		2	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/03	09/10	09/17	Total	Cost
46	M-F 7a Today Show M.....	06	500	30 Comme	Nbr of Spots		2	2	1000
47	M-F 9a Today Show II .TWTF..	06	250	30 Comme	Nbr of Spots	4		4	1000
48	M-F 11a Daytime Columbus .TWTF..	06	100	30 Comme	Nbr of Spots	2		2	200
49	M-F 1p Days Of Our Lives MTWTF..	06	200	30 Comme	Nbr of Spots		5	5	1000
50	M-F 4p Ellen .TWTF..	06	350	30 Comme	Nbr of Spots	2		2	700
51	M-F 7p Extra MTWTF..	06	500	30 Comme	Nbr of Spots		3	3	1500
52	Sun 9a NewsS	06	600	30 Comme	Nbr of Spots		1	1	600
53	M-F 5a News .TWTF..	09	70	30 Comme	Nbr of Spots	1		1	70
54	M-F 10a Today Show III MTWTF..	09	65	30 Comme	Nbr of Spots		1	1	65
55	M-F 11a Daytime Columbus ...TF..	06	100	30 Comme	Nbr of Spots	1		1	100
56	M-F 12p News ...TF..	06	150	30 Comme	Nbr of Spots	1		1	150
57	M-F 2p Doctors	06	175	30	Nbr of Spots		1	1	175
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Closed PR					1	1		2	

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59	Wed 9-10p ..TWTF.. ..W.... Isolations: W/C 09/10 ..W....	03		30	Comme						
			3500								3500

Weekly Totals:	Total Spots(Ord Spots)	49	70	12	131
	Closed PR	1	1		2

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
11	M-F 730p Inside Edition	:30 Commercial	09/03/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120831018
21	Wed 9-10p	:30 Commercial	09/10/12	Closed Pre Emption	1,200.00	No Makegood / Credit	0000000000	E:120831018

Grand Totals

		Month 9 Weeks: 5			
		09/03	09/10	09/17	
	Spots	131	70		12
	Cost	28495	15805		2796

Grand Totals:

Spots: 131
Gross Total: 28,495.00
Commission: 4,274.25
Net Total: 24,220.75